

We claim:

1. A customizable application system comprising:

an internet application system configured to support an internet application, the internet application associated with metadata configured for generating an a plurality of application user interfaces each having customizable interaction model, the internet application system including,

a) an application server configured to generate the application user interface, and

b) a web application server configured to deliver the application user interface to a client;

a personalization system including a personalization engine and a user profile interface, the personalization interface configured to modify personalization data characterizing the interaction model such that the interaction model in more than one of the plurality of application user interfaces is modified; and

a data repository including a data record for storing the personalization data, the data record being accessible using the metadata.

1 2. A method of developing a customizable application user interface associated with an  
2 internet application, the method comprising the steps of:  
3 selecting a customizable interaction model associated with a data record, the data record  
4 being stored in a data repository and being user modifiable, the data repository  
5 being physically remote from a client used to display the application user  
6 interface;  
7 including the interaction model in the application user interface;  
8 generating metadata associated with the interaction model, the metadata including a  
9 reference to the data record; and  
10 storing the metadata in association with the internet application, the internet application being  
11 configured for access using the application user interface.

1 3. A method of customizing an application user interface, the method comprising the steps of:  
2 accessing a page definition, the page definition including metadata associated with a  
3 customized property of a interaction model;  
4 accessing the metadata to obtain a reference to a data record;  
5 using the reference to access the data record, the data record being stored in a data  
6 repository and being user modifiable, the data repository being physically remote  
7 from a client used to display an application user interface;  
8 reading information from the data record;  
9 using the information read to determine a value defining the customized property;  
10 generating markup-language responsive to the determined value; and  
11 including the generated markup-language in the application user interface.